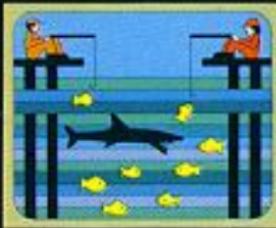
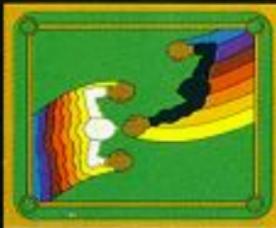


ACTIVISION™

VIDEO GAME CARTRIDGE CATALOG



BEATS THE REAL THING.

THE WORLD'S LEADING DESIGNERS OF VIDEO GAMES.



ALAN MILLER. A true competitor. Maybe Alan's so good at creating challenging games because he loves to play them so much. He's the designer and undisputed champion of Checkers and Tennis by Activision™—and there's nothing like a man happy in his work.



DAVID CRANE. You could say David has a vivid imagination. His first two games, Dragster™ and Fishing Derby™ were instant hits. Then David went up into space to create Laser Blast™ and came back to street level for Freeway™. David loves to tackle assignments that seem impossible.

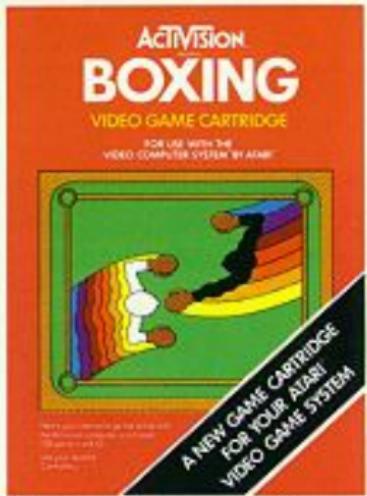


LARRY KAPLAN. Larry is a game design perfectionist. You'd have to be to design Bridge by Activision™ which has millions of variations. After completing Bridge, Larry then created the new and hilarious video game, Kaboom!™ So he's gone from bridge to bombs. Nobody ever accused Larry of having a one track mind.

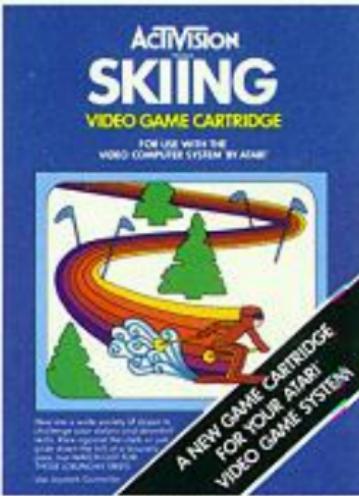


BOB WHITEHEAD. Bob's games are particularly popular with those folks who enjoy realistic sports action. Take Boxing and Skiing. Both games truly capture the thrills and occasional spills of the real thing. Keep your eyes peeled for his newest creation to be unveiled in the Fall of 1981.

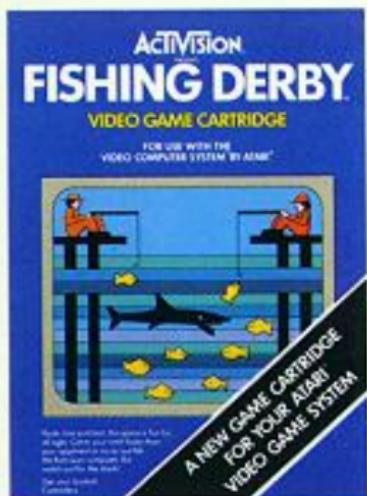
SPORTS CHALLENGES



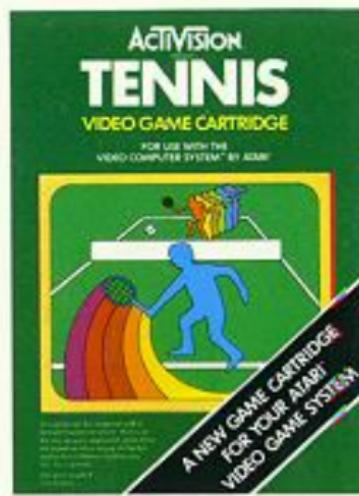
Designed by Bob Whitehead. At the sound of the bell, come out swinging. Go toe to toe with the Activision computer or a friend. Jab, punch, bob and weave. Listen to the thud of those gloves. It's fast and furious action that's sure to leave you exhausted. But be carefull! Don't get pinned to the ropes. Knock-outs are part of the action, too!



Designed by Bob Whitehead. Challenge yourself to a wide variety of high speed downhill or slalom runs. Trees and moguls rush by as you race through the courses. Designed for everyone from novice to pro. Why, even if you hate the snow, you'll love the fun of Skiing by Activision™.



Designed by David Crane. A relaxing afternoon at the ol' fishing hole? Not quite. The bay's full of beautiful sunfish alright, and all you have to do is land 'em faster than your opponent. But there's just one small hitch. Watch out for that shark! His voracious appetite makes Fishing Derby™ by Activision a constant challenge.



Designed by Alan Miller. Never wait for a court again. Tennis by Activision™ offers all the challenge and excitement of remarkably real tennis right on your own TV. Charging players can rush the net, lay back and play the baseline or roam the court. It's tennis action so real, the ball's even got a shadow. Loads of fun for all game fans!

ACTION GAMES

ACTIVISION

DRAGSTER

VIDEO GAME CARTRIDGE

FOR USE WITH THE
VIDEO COMPUTER SYSTEM BY ATARI



One hot-rod dragster goes head-to-head with another in a race to the finish line. You can rev your engine but be careful or you'll blow it. True-to-life sound effects and grueling competition bring all the action of the dragstrip right into your living room. It's a race to the finish with Dragster™ by Activision.

A NEW GAME CARTRIDGE
FOR YOUR ATARI
VIDEO GAME SYSTEM

Designed by David Crane. Watch the countdown, shift gears, pop the clutch and burn rubber. You're in the driver's seat. You can rev your engine but be careful or you'll blow it. True-to-life sound effects and grueling competition bring all the action of the dragstrip right into your living room. It's a race to the finish with Dragster™ by Activision.

ACTIVISION

LASER BLAST

VIDEO GAME CARTRIDGE

FOR USE WITH THE
VIDEO COMPUTER SYSTEM™ BY ATARI



Presenting a space shoot-out the likes of which you've never seen or heard before. As Commander of a fleet of intergalactic spacecraft, you come upon some very unfriendly alien types. Get them before they get you and you're awarded points. Brilliant colors and startling sound effects put Laser Blast™ light years ahead of any other space video game.

A NEW GAME CARTRIDGE
FOR YOUR ATARI
VIDEO GAME SYSTEM

Designed by David Crane. Presenting a space shoot-out the likes of which you've never seen or heard before. As Commander of a fleet of intergalactic spacecraft, you come upon some very unfriendly alien types. Get them before they get you and you're awarded points. Brilliant colors and startling sound effects put Laser Blast™ light years ahead of any other space video game.

COMING SOON

ACTIVISION

FREEWAY™

VIDEO GAME CARTRIDGE

FOR USE WITH THE
VIDEO COMPUTER SYSTEM BY ATARI



Designed by David Crane. You see, there's this chicken. And he decides he wants to cross the road. Familiar story, right? Except this time the road is a freeway and it's rush hour! Your task is to guide the poor chicken to the other side of the freeway. Get the picture? And if you get the game, you'll agree there's never been anything like Freeway™ by Activision. Available Summer 1981.

A NEW GAME CARTRIDGE
FOR YOUR ATARI
VIDEO GAME SYSTEM

ACTIVISION

KABOOM!

VIDEO GAME CARTRIDGE

FOR USE WITH THE
VIDEO COMPUTER SYSTEM BY ATARI



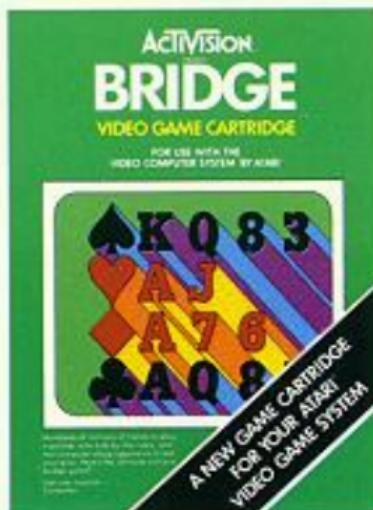
Designed by Larry Kaplan. It looks very simple. You have three buckets of water. The cute little guy up on the wall has a whole bunch of bombs. He tosses the bombs and you catch them. Like we said, "Very simple." P.S. Before you know it, bombs are falling at a rate of 13 per second! Is the hand really quicker than the eye? Try Kaboom!™ by Activision and find out. Available Summer 1981.

A NEW GAME CARTRIDGE
FOR YOUR ATARI
VIDEO GAME SYSTEM

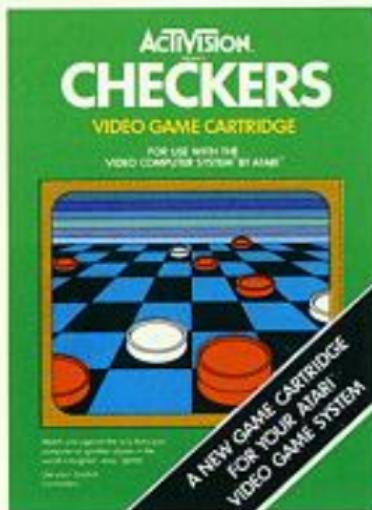
Designed by Larry Kaplan. It looks very simple. You have three buckets of water. The cute little guy up on the wall has a whole bunch of bombs. He tosses the bombs and you catch them. Like we said, "Very simple." P.S. Before you know it, bombs are falling at a rate of 13 per second! Is the hand really quicker than the eye? Try Kaboom!™ by Activision and find out. Available Summer 1981.

CHOOSE YOUR CHALLENGE!

STRATEGY GAMES



Designed by Larry Kaplan. Presenting the ultimate solitaire bridge game. It deals hundreds of millions of hands at random and provides a computer partner who bids by the rules. After you've established a contract, the computer plays as your opponent. Never be without a bridge game again. It's heaven!



Designed by Alan Miller. Remember good ol' checkers? Well, Checkers Activision-style is a whole new challenge. There are three different skill levels to choose from. Warm up with novice, and then when you're feeling brave, try and tackle the tougher levels. We're sure you'll find the Activision computer a more-than-worthy opponent.

Activision™

VIDEO GAME CARTRIDGES

For the dealer nearest you, write: Activision
Customer Relations Dept.
3255-2 Scott Blvd.
Santa Clara, CA 95051